



Howard County
RECREATION & PARKS




Recreation and Parks Impact on Economic Growth

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Director of Recreation & Parks

The Economic Impact of Local Parks



America's local and regional public park agencies generated nearly

**\$140 BILLION IN
ECONOMIC ACTIVITY**

and supported almost

1 MILLION JOBS

from their operations and capital spending alone in 2013.

“The Economic Impact of
Local Parks” 2015



Economic Impact of Local & Regional Public Parks – 2013

Operations & capital spending by local and regional public park agencies generated nearly \$140 billion in economic activity and supported almost 1 million jobs in 2013.

	Operating Impacts	Capital Spending Impacts	Total Impact of Local and Regional Parks' Spending
Economic Activity (transactions)	\$79,972,818,000	\$59,655,408,000	\$139,628,226,000
Value Added (GDP)	\$38,782,352,000	\$29,169,189,000	\$67,951,541,000
Labor Income (salaries, wages, benefits)	\$24,176,431,000	\$19,613,750,000	\$43,790,181,000
Employment (jobs)	658,478 jobs	340,604 jobs	999,082 jobs

“The Economic Impact of
Local Parks” 2015



Howard County

8

Regional Parks

123

Athletic Fields

5,750

Acres of Programmable
Open Space

30

Child Care
Centers

3

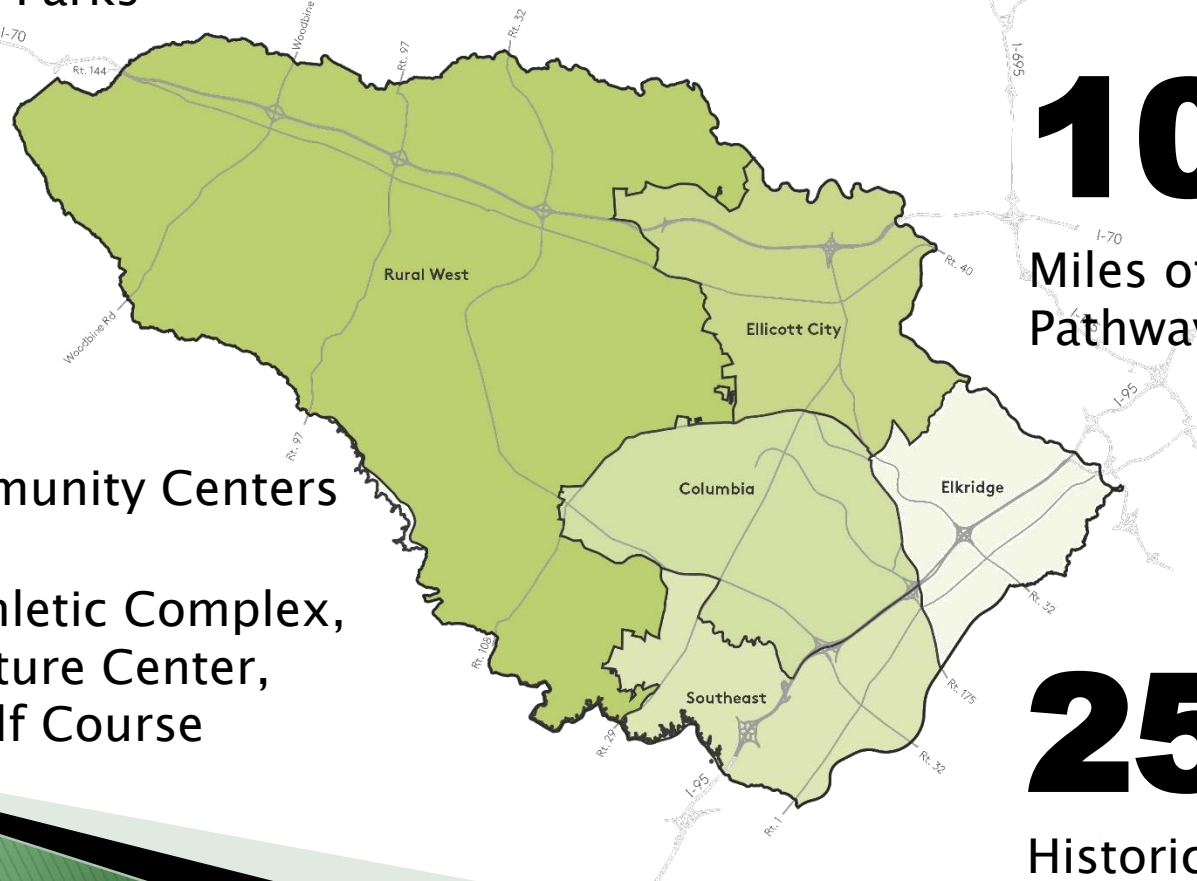
Community Centers
Plus
1 Athletic Complex,
1 Nature Center,
1 Golf Course

104

Miles of Trails &
Pathways

25

Historic Sites



Revenue Generation

- ▶ Sports Tourism
 - 118 Sports Events and Tournaments
 - 37,903 participants generated over \$8,700,000 for the Howard County economy
- ▶ Weddings in FY18
 - 88 at Belmont & PFI
 - (average wedding cost is \$25,000–\$40,000)
 - Econ. impact: hotels, catering, florists, bakeries, photography, printers, local stores, salons, limousine services, tourism, etc.
- ▶ Rentals in FY18
 - 176 at Belmont & historic sites
 - 649 pavilions
 - 2,357 three community centers
 - Nature Center
- ▶ Capitol Projects
- ▶ Childcare
- ▶ Special Events



Revenue Generation

2017–2018

- ▶ Revenue: \$15,418,879
- ▶ Classes: 8,079 class and camps sections

Benefits to businesses

- ▶ Outside vendors/companies/consultants
- ▶ Rentals/Field Trips
- ▶ Transportation
- ▶ Supplies/Equipment
- ▶ Staff/Employment
- ▶ Mailing and Printing
- ▶ Childcare



Wine in the Woods

- Brings in tourism and business to the local economy
- 2018 festival had people from 32 states and 2 countries
 - Hotels
 - Travel
 - Restaurants
 - Shopping
 - Tourism
- About 14,000 people attended in 2018
- 29 MD wineries
- 24 food vendors
- 30 local crafters

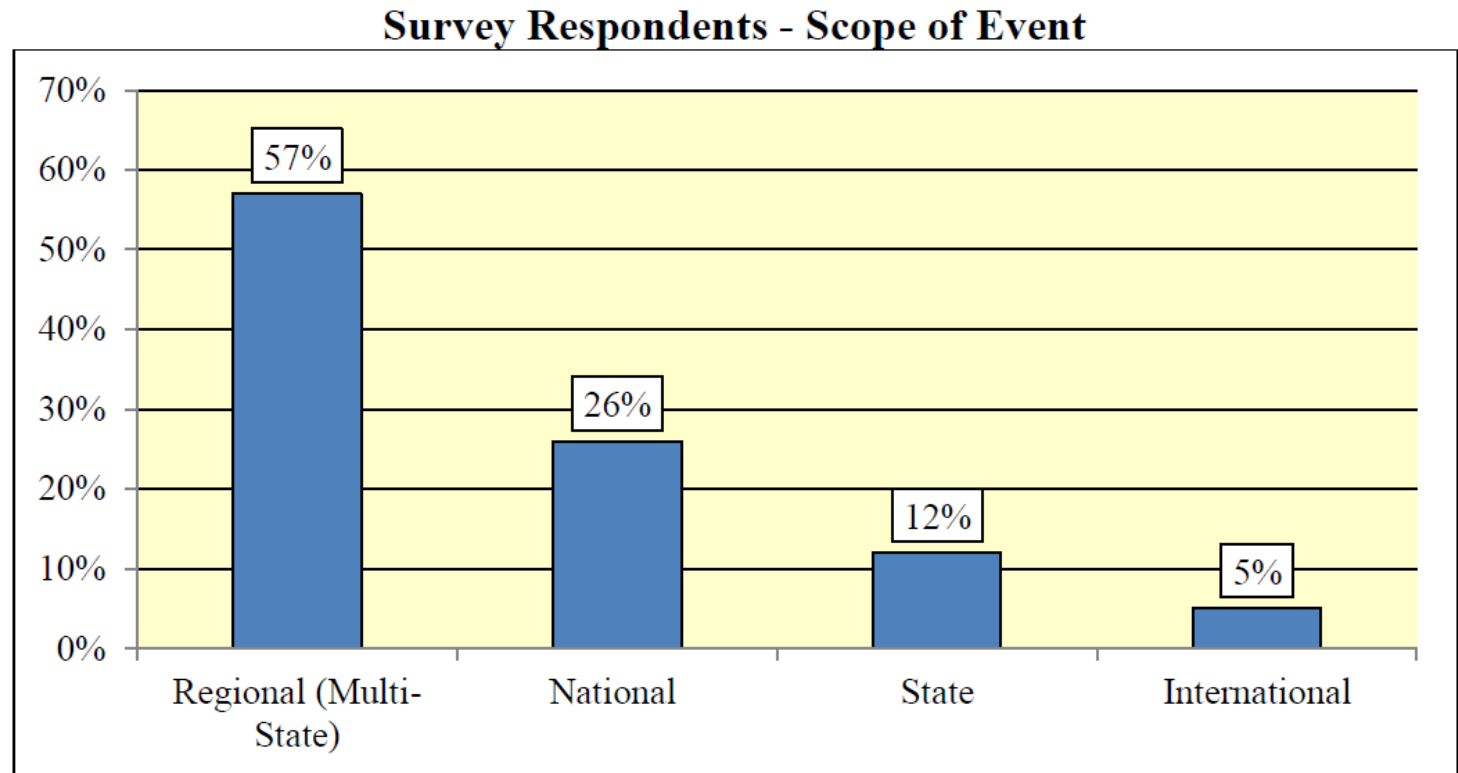


Economic Partners

- ▶ Tourism
 - ▶ Hotels
 - ▶ Restaurants/food trucks
 - ▶ Tour or attraction operators
 - ▶ Retail outlets
 - ▶ Transportation
 - ▶ Small businesses/sponsors
 - ▶ Contractors
 - ▶ Rental space/leases
 - ▶ Maintenance
 - ▶ Jobs
- 

Large-Scale Sporting Events

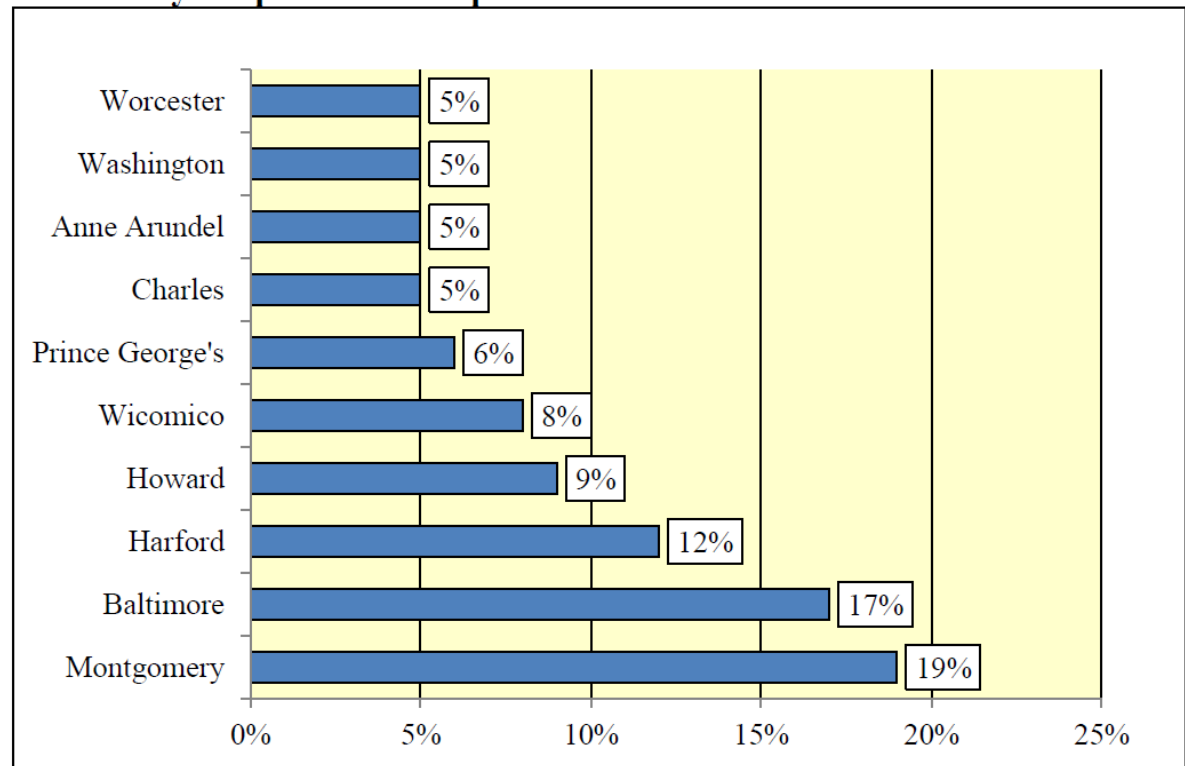
► Tournaments



Large-Scale Sporting Events

► Tournaments

Survey Respondents - Top Ten Counties Where Events Were Held



Large Scale Sporting Events

Attendee Travel Attributes included...

- ▶ 46% originate from outside Maryland
- ▶ 2.4 people per household travel party
- ▶ 47% stay overnight in a hotel/motel
- ▶ Spend 2.1 nights in the host city
- ▶ 2.5 people per hotel/motel room



Howard County RECREATION & PARKS



Facilities, Pavilions & Historic Sites

Rental Guide

410-313-7275 | www.howardcountymd.gov/rap
7120 Oakland Mills Road, Columbia, MD 21046



Amber Wolk Photography
www.amberwolk.com



BANQUETS MEETING SPACE

Enjoy your next event in a park, historic setting
or modern facility.

Belmont Manor and Historic Park
Gary J. Arthur Community Center
North Laurel Community Center
Patapsco Female Institute

410-313-0200
410-313-4840
410-313-0390
410-313-0421

Pavilions in the Parks
Robins on Nature Center
Schooley Mill Activity Room
Waverly Mansion

410-313-4682
410-313-0400
410-313-4682
410-537-5711

Revenue Generation

► Capitol Projects

- A Entry feature
- B Gathering
- C Building
- D Nature art
- E Music & movement
- F Climbing & crawling
- G Messy materials
- H Paths through plantings
- I Open space



What is Nature Place?

- An outdoor space for children to interact with and explore the natural world
- Opportunities for material manipulation, role-playing, music-making, and more
- A place that supports creativity and imaginative play for children in a natural setting



Find out how you can be a part of this project.
Pick up a post card or scan the QR code
for more information.

Additional Economic Benefits

- Economic Development
- Visitor Spending
- Health & Wellness
- Conservation & Resiliency
- Property Values



Areas for Growth

- ▶ Indoor basketball, volleyball & badminton courts
- ▶ Pickleball courts
- ▶ Competition pools
- ▶ Track
- ▶ Cricket pitches for tournaments
- ▶ Ice rink
- ▶ Indoor turf and facilities in general



HOWARD COUNTY
Land Preservation, Parks and Recreation Plan
June 2017

